

Prescription Pain Medication Program  
Patient and Community Education Work Group  
June 11, 2008

**Next meeting: July 9<sup>th</sup>, 3:00-4:30**

**Present:**

Ben Reaves, Division of Substance Abuse  
Sandra Kresser, parent who lost a child to Rx drugs  
Linda Player, lost son to Rx drugs  
Leigh Ann Turner, WCF  
Aubrey Chesley, Salt Lake County Substance Abuse  
Tina Duncan, Salt Lake County Substance Abuse  
Jason Carlton, Vanguard  
Cindy Kindred, Vanguard  
Nancy Cheeney, UDOH  
Erin Johnson, UDOH

**Tasks:**

Everyone: attend the Happy Valley events in your community  
Everyone: sign-up to volunteer at the booth for an hour on Sat, July 19<sup>th</sup>  
Everyone: use the letter (once Erin sends it) to round up any prizes for the booth  
Ben: send info to group on the upcoming conferences  
Erin: send WG a letter requesting donations for booth prizes  
Erin: send draft of survey with 3-4 questions that help educate the visitors to the booth  
Ben: will set up lap-top and sound equipment so that we can run the TV spot at the booth  
Ben: send the Rx fact sheet that Substance Abuse has so that we can make copies and use it at the booth

**Topic: Days of '47 Parade, Sat. July 19<sup>th</sup> from 10:00-3:00**

Substance Abuse will also have a booth

Do we want to do survey? Or just have them put name and number on a ticket?  
Survey would be helpful because it would get people thinking—could educate through the questions. Information gathered that may be valuable would be: whether people have seen the TV commercials, heard radio, seen other info.  
Ask people “what drew you to this booth?”

TV spot: indication of success of TV spot is how many people have visited the website (14,000 in May). First ten days of June had (4800 hits). Really high number for PSA (compared to other “high visit sites” of around 9,000 hits a month for a great month). The TV spot will not be airing again until January or so (after Olympics, Elections, and Christmas).

Idea: run the TV spot on a loop in the booth  
Ben can set up the equipment there.

Idea: run off some fact sheets on prescription drugs with resources for those who need it  
Ben says Sub Abuse has a fact sheet

Tina: Treatment agencies are inundated with calls. The people who are dealing with Rx drugs need to talk to someone directly (not just get referred and referred). We need a list with specific resources for THIS problem.

Items that we'll have available:

- Banner of pill bottle
- Bookmark/Handout
- Chalk Outline (come see it "in action" this weekend at the Chalk Festival at Gateway)
- Short survey (Erin will send out a draft of the survey to the group for comments)
- Ideas for prizes:
  - Movie passes
  - Subway card
  - Gallon of gas
  - Lock boxes for medicines (would be good for people to see on display/ could be Office Depot about \$20—would be good to tell people where they can get their)
  - Happy Valley movie
  - Barnes & Noble

Idea: ask for donations from these locations

Erin will send an official letter telling about our cause and why we want donations (with UDOH logo and some

Nancy: willing to ask whatever companies she goes to

Abbie's report on the booth:

We will be located under the Parent Pavilion—it will be a table

Cost will be around \$100

July 19<sup>th</sup> need to set up before 10:00 (9:00)

About 12,000 attendees

### **Happy Valley presentations:**

No one has attended any of them yet

Several planning to attend the one in Orem

### **Upcoming Events:**

- South Carolina: Mother's Against Medical Abuse in October 17-19 with about 200 attending—still calling for presentations
  - Sandra Kresser will be attending and will report to the group

- June School at U of U: This upcoming week (Mon-Fri). Special track on substance abuse.
  - Scholarships still available—contact Ben
- Substance Abuse Fall Conference: Oct 1-3 in Layton.
  - Ben will send us the info for sign up
- Utah Crime Prevention Network: Nov 5-8
  - Youth and Adult tracks (300 youth, 600 parents)
  - Looking for someone to do prescription drug presentations

**Updates:**

Linda Player was interviewed for an article that ran June 4<sup>th</sup> in Standard Examiner  
 Sandra Kresser did an OpEd with Tribune last August. May have another run this Sunday.

People can't take prescription med addiction lightly—it is so serious. Josh (her son) said that 95% of heroin addicts that he knew started with Oxycontin (or Lortab to Oxycontin).

Piece on KUED on addictions to Prescription Pain Meds.